

# Business Introduction

# International ePaper Technology Corp.

May 2025

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# Today's Executive Speakers



**Daoping Bao**

Executive Chairman & CEO

- Over 30 years of entrepreneurial experience, including founding three public companies.
- Founded Paystone, an online payments platform that predates PayPal; its technology is now used in banking and third-party payment systems.
- Built the world's largest traveling exhibitions company, active in 50+ countries and custodian of RMS Titanic artifacts
- Applies technology and design principles honed in the exhibitions industry to retail environments
- His retail solutions are considered a gold standard in the industry, known for improving shopper experience and reducing rollout risks.



**Laing Henshall**

President

- Hands-on generalist with a decade of senior experience as an investment fund manager and private equity operating partner within the retail, ecommerce, business services, and real estate sectors, holding titles including CEO, COO, Head of M&A, and General Counsel.
- As a private equity professional, oversaw or supported 20 acquisitions in Canada, the U.S. and Australia with an aggregate value of \$100+ million.
- Prior to private equity, Laing was a corporate lawyer, providing legal transaction services towards ~\$1b in real estate and corporate transactions.
- MBA from London Business School, JD from the University of Calgary, BA in Economics from the University of Western Ontario. Called to the Bar of British Columbia.



# One-Stop Shop ESL Solution Provider

## 100% Canadian owned and operated company

ePaper is a one-stop Electronic Shelf Label (ESL) solution provider. Our expertise, high-quality products, and dedicated support ensures that our clients receive the best value and highest return on investment.

Refrigerated Fresh Milk 6xL  
BEST PRICE  
25<sup>72</sup>

Strawberry Ice Cream 3x4oz  
10<sup>50</sup>

Ice Cream  
Made with Non-GMO Ingredients  
HOT BUY  
3<sup>90</sup> 5.90

50% OFF  
BEST DEAL  
TODAY

590 31.80

6-in-1 Multifunctional Tricycle  
NEW  
239

LIVING ROOM  
FURNITURE COLLECTION  
Final Price:  
459  
Was 799.  
UP TO 50% OFF  
Free Delivery  
Free 90-day return

Best Quality  
Best Service  
Best Value

Wireless Headphone  
Powerful Performance  
POPULAR PICK  
299 569

PROUDLY CANADIAN SINCE 1981  
33rd Anniversary

company website

company intro video

product quality video

Fruit Snacks, 80 Pouches  
14<sup>69</sup> 20.98  
BIG OFFER 30%

Chronograph Watch  
165<sup>79</sup>

Cordless Electric Drill  
CLEARANCE SALE  
69<sup>90</sup>

Soft and Fragrant  
1 DAY BIG OFFER  
518<sup>90</sup> 811.90

Mixed Cereal Bars  
12<sup>99</sup>


BUY 1 GET 1 FREE  
Signature Pistachios, 1.36kg  
36<sup>59</sup>

FLASH SALE  
USB 2.0 Cable  
12<sup>90</sup>




# Retail Under Pressure: The Status Quo is Not Sustainable


Inflation  
Recession  
Price Competition  
Energy Costs  
Labor Shortage / Wages




▼ **24% Price**  
Last 6 Months



▼ **19% Price**  
Last 6 Months



▼ **40% Price**  
Last 6 Months

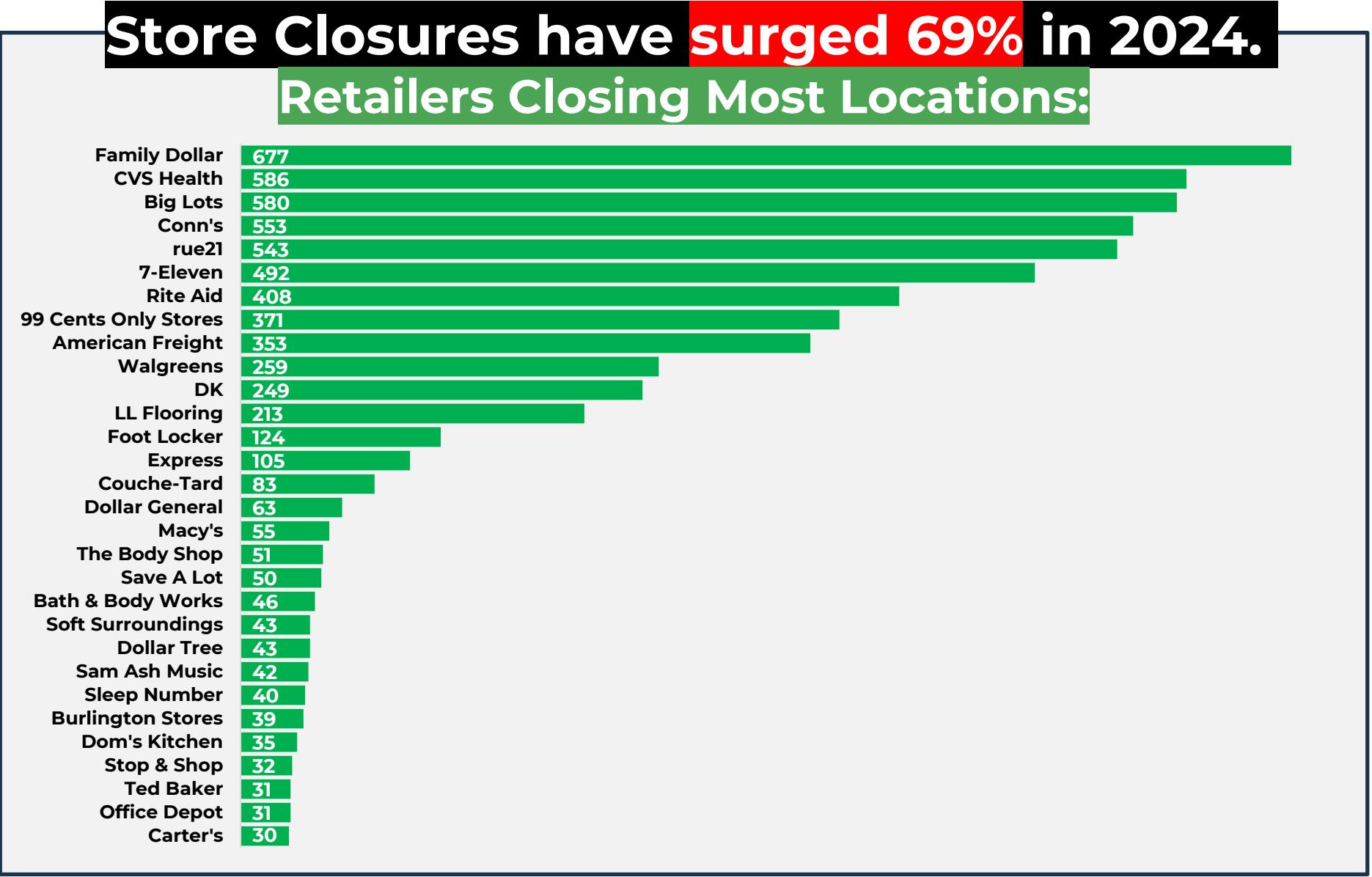


▼ **26% Price**  
Last 6 Months

Rise of E-Commerce  
Consumer Shift  
Reduced in-store traffic  
Stranded supply chains

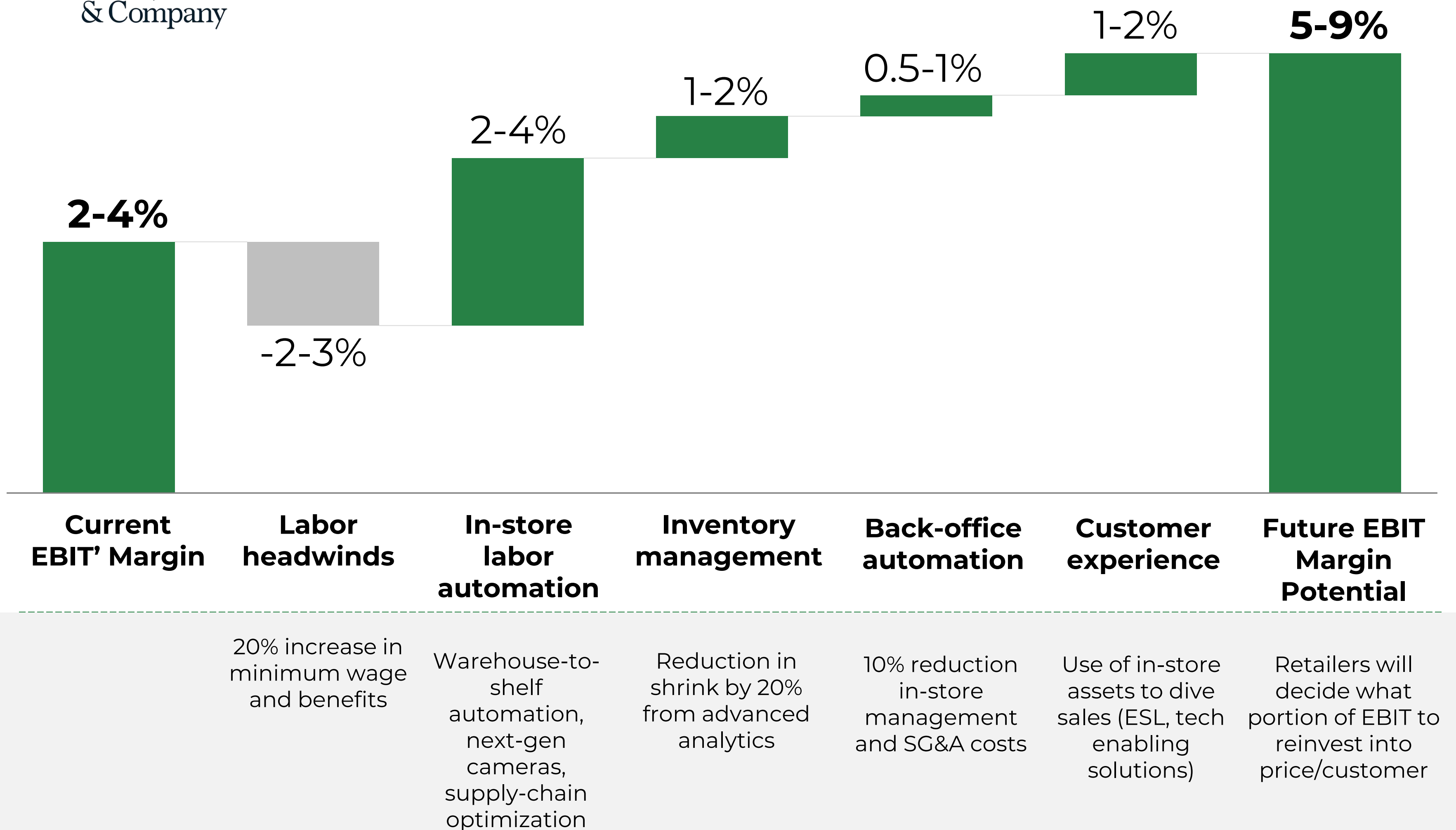
\*As of March 2025

“  
In the United States alone, more than **100 retailers** have declared bankruptcy in the past three years, and about **30,000 stores** closed in the same period.  
  
(McKinsey & Company)



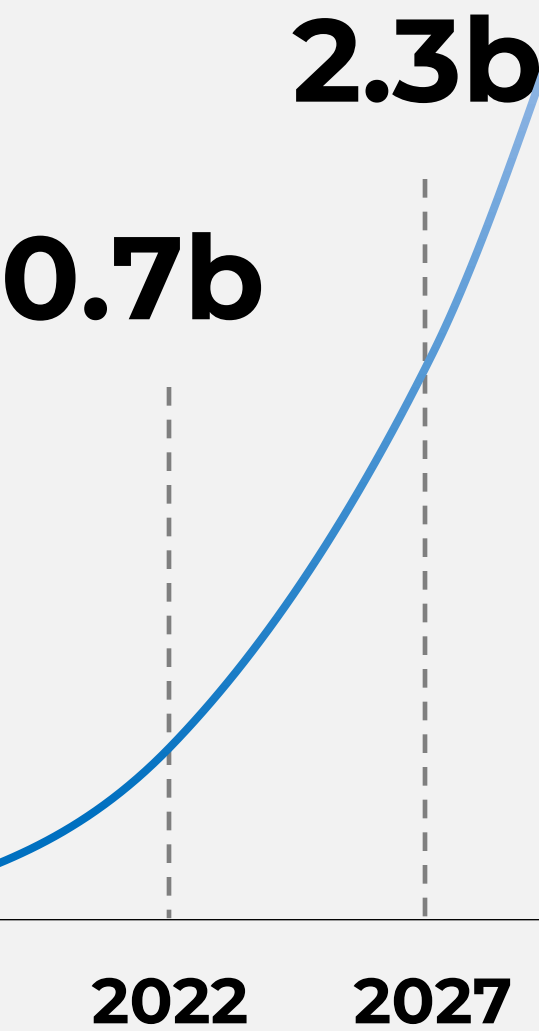
# Technology is the Solution. Digitization Will Double Store Profitability

McKinsey  
& Company



# ESL is on track to become one of the **most widespread** digital communication networks **ever established**

Billion electronic shelf labels (ESLs) Install Base



TAM  
10b  
Units



Smartphone ~7.2 billion

**ESL ~2.3 billion**

TV ~2 billion

Laptop ~2 billion

iPad ~0.4 billion

# Europe proving ground, North America is next

Recent developments have made ESLs a must-have for North American retailers

## Product Improvements

- | Full Colour Display
- | Remote-WiFi Price Changes
- | Waterproof
- | LED Flash for faster picking

## Hardware Cost

- | Reduced Manufacturing Cost
- | Battery Life (10+ Years)
- | Better Durability

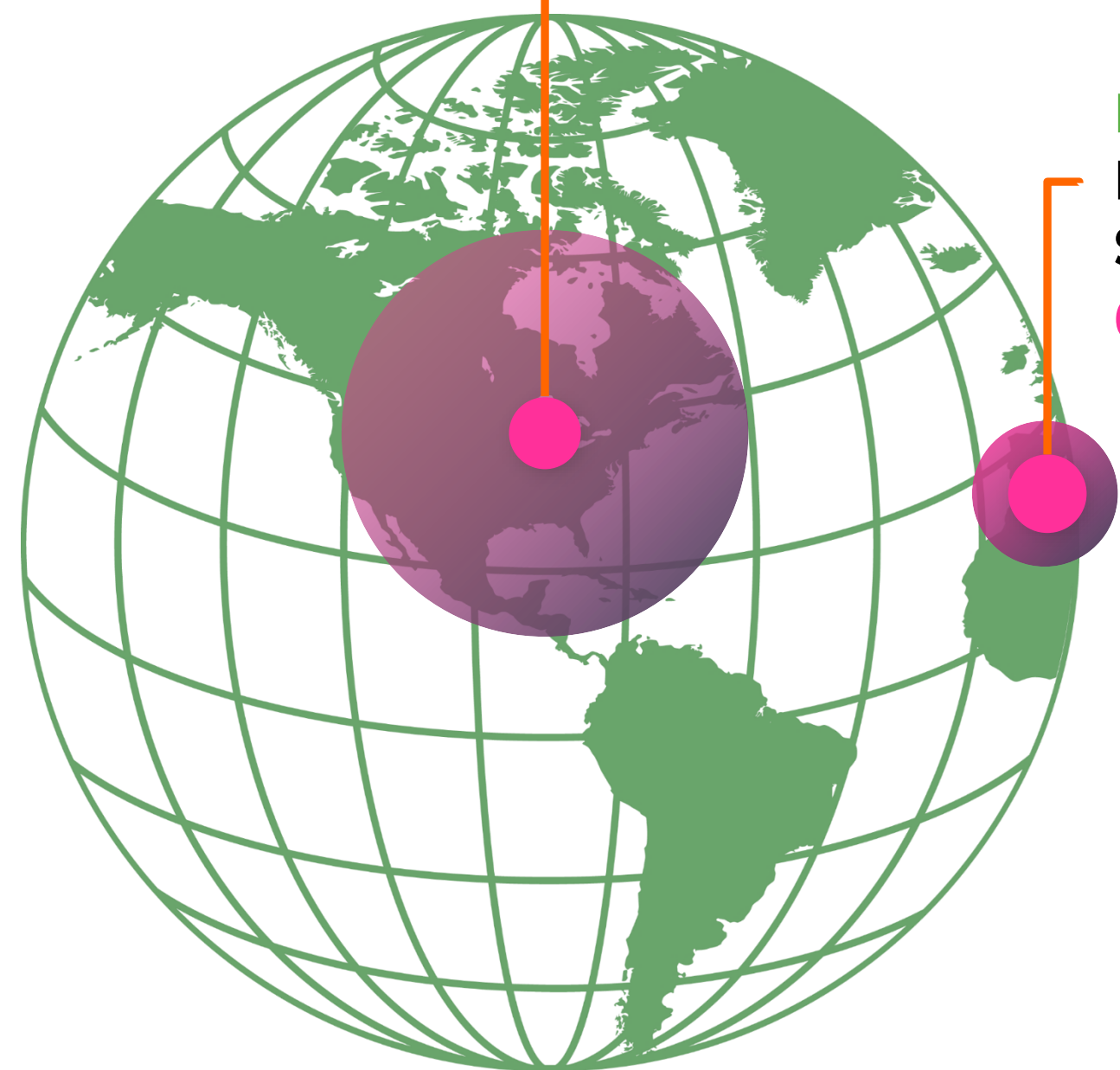
## Macro Tailwinds

- | Increasing wages
- | Price volatility requiring more price changes (Tariffs, etc.)

**Widespread ESL Adoption in North America**

**NORTH AMERICA**  
Market Saturation:  
**<5%**

**EUROPE**  
Market Saturation:  
**60%**





# Our Premium ESL Solutions Provide the Best Value to Retailers in Canada and the United States

## 1. Revenue

Our ESLs give retailers **dynamic and automated pricing**, while increasing shelf availability **(+4% on average)**, contributing to higher in-store revenue **(2%+ incremental sales)**.

## 2. Cost

Our tags provide a **15-month payback** by cutting printing costs and reducing reliance on low-skill labor. Retailers can reassign **1-3 full-time employees** per store to higher-value tasks.

## 3. Customer Satisfaction

**Real-time** POS and shelf price updates eliminate internal pricing mismatches enable timely **marketing at the point of decision** (82% of purchasing decisions is made in-store) and improve score appearance – boosting **Net Promoter Score** by **30-40 points** enhancing customer perceptions of quality and professionalism.

## 4. Productivity

ESLs can reduce the time spent on pricing updates by up to **80%**, freeing up employees for customer service and other important tasks, while at the same time making them **30%** faster in restocking. ESLs can reduce order picking time by **50%** allowing for faster and more accurate stock handling both for food delivery and warehouse personnel.



### Sustainability Spotlight

A single ESL will save up to **25,000** sheets of paper over its lifecycle, equivalent to **one tree**, before being recycled. An average grocery store carries over **10,000 ESLs**. By eliminating this paper waste, retailers can make significant progress toward their environmental goals.

Source: University of British Columbia (UBC) whitepaper on ESL sustainability. ([Link](#))  



# ePaper is the only North America-Wide **One-Stop-Shop** Solution

Hardware



SaaS &  
Tech-  
Enabling

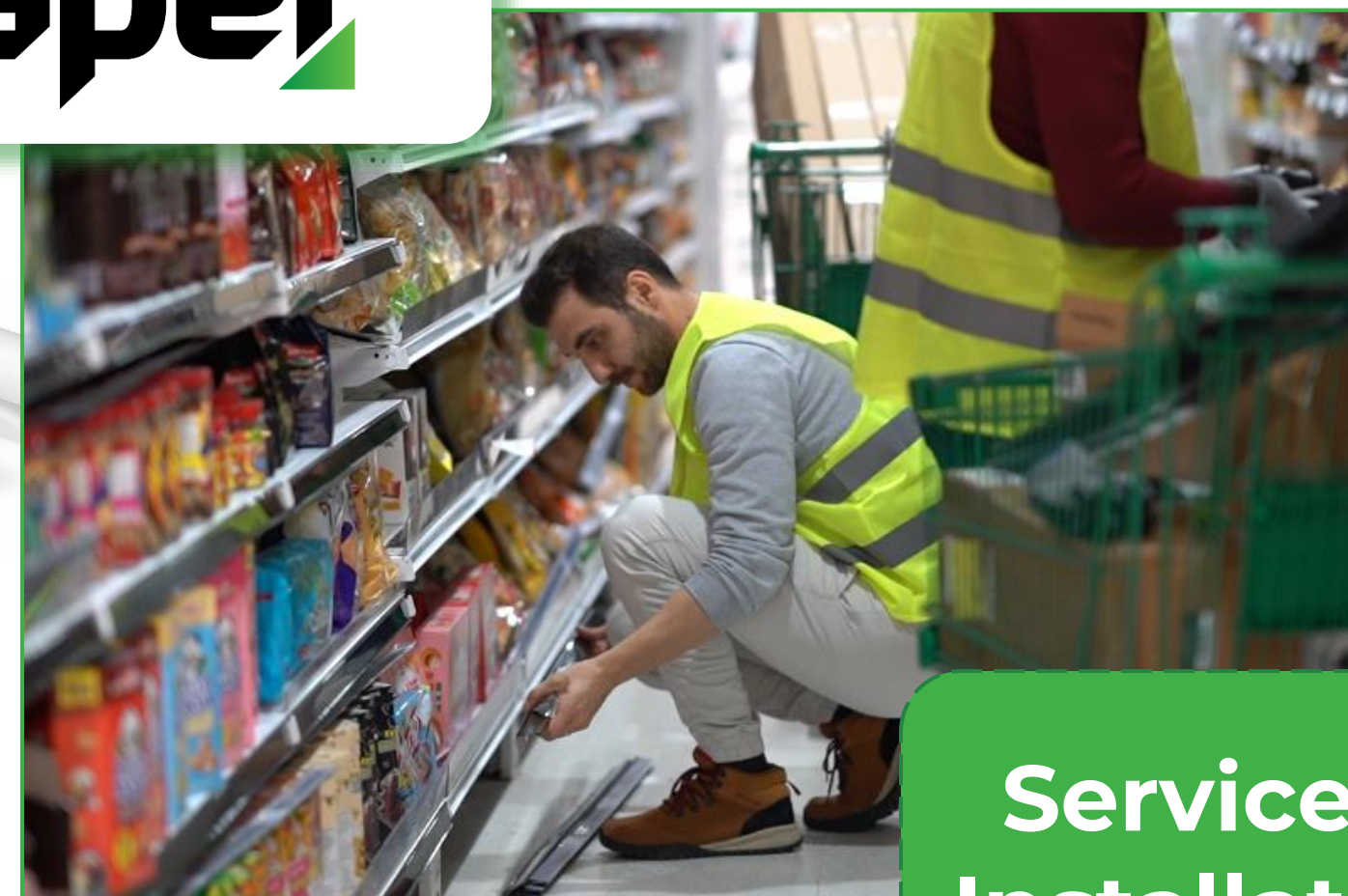


**e.paper**™






Fixtures



Service &  
Installation



# Our Integrated Solutions Differentiate Us in the Market,

					
Tech-enabled store survey and design system	✓	✗		✗	✗
Proprietary fixtures and fixturing system for ESL implementation	✓	✗		✗	✗
1 night for full-store deployment	✓	✗		✗	✗
On-site service across North America within 24 hours	✓	✗		✗	✗



# ESLs: ePaper Leverages its Partnership with Hanshow, a World-Leading ESL Manufacturer, to Execute Large-Scale Rollouts

As Hanshow's **exclusive** ESL partner in Canada and non-exclusive partner in the U.S., ePaper leverages Hanshow's leading electronic shelf label capabilities in **product development** and **manufacturing**.



# Service Network

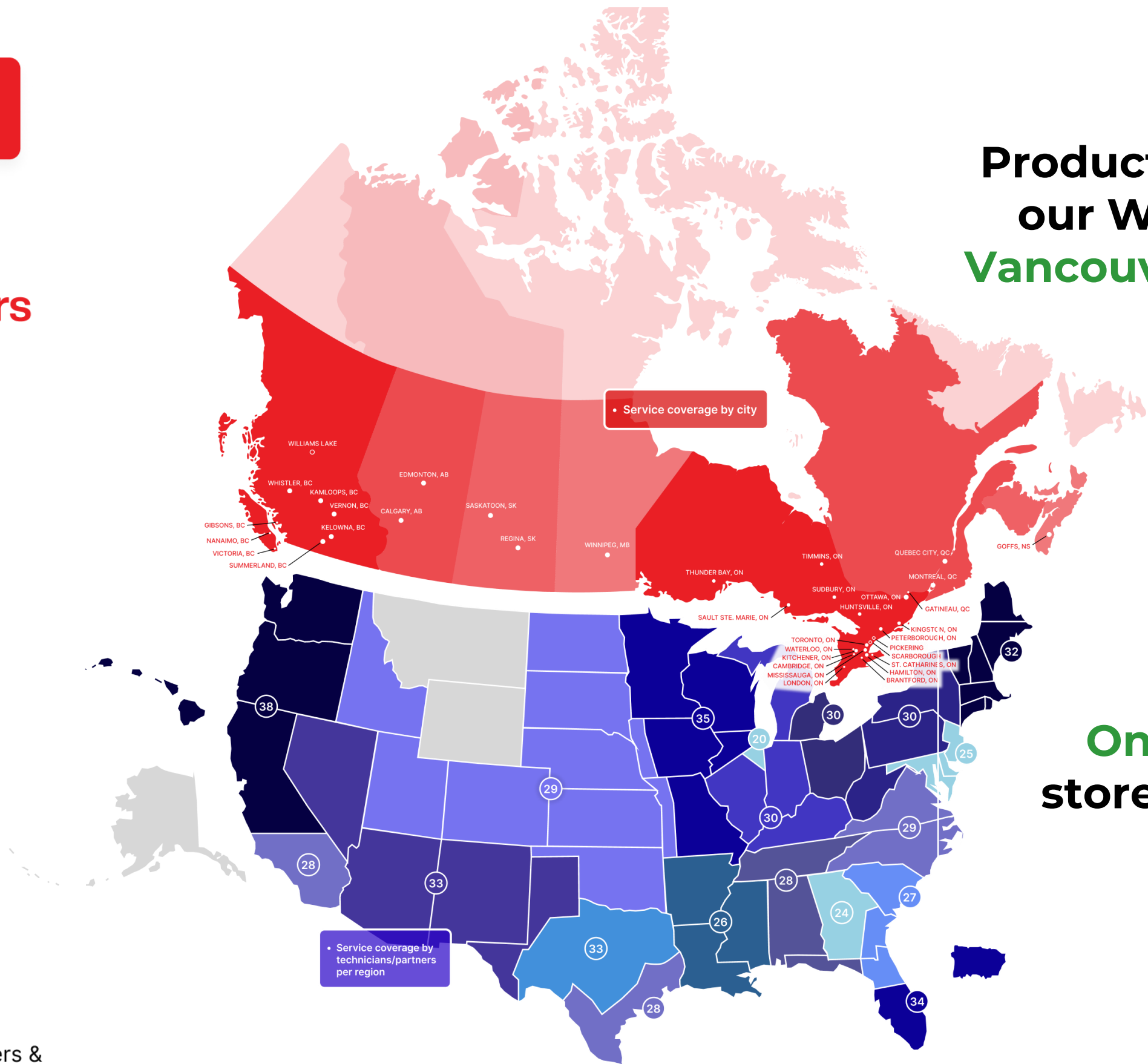


**95**  
Service Providers  
**34**  
Cities



**559**  
Technicians  
**47**  
States

We can also engage local partners & sub-contractors for remote locations



Product Delivery from  
our Warehouses in  
**Vancouver and Toronto**

**One night** for full  
store ESL installation



# Fixture Catalogue is Unmatched

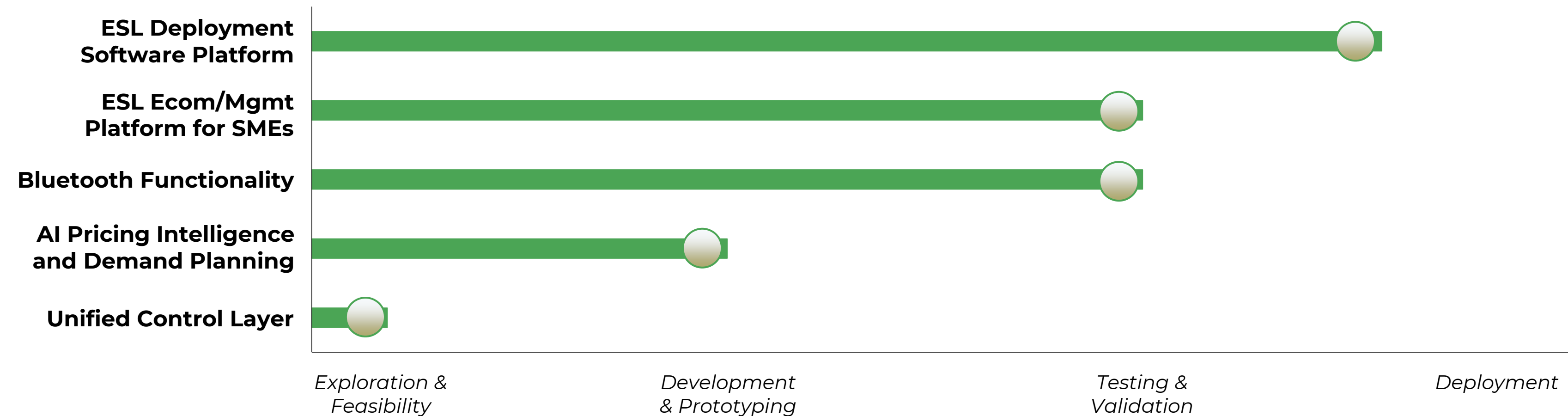
- ✚ The **biggest challenge** in delivering a ESL solution is **implementing a bespoke solution** that fits the customer's unique framing requirements.
- ✚ Our **competitors offload this challenge** onto their customer and compete primarily on price of ESLs.
- ✚ We are the only ESL provider in North America to create full-service, bespoke plans **tailored to each customer**, reducing implementation risk and increasing customer satisfaction.
- ✚ If our customer has a unique need that is not yet met by market solutions, we can swiftly design and implement **custom fixtures** and solutions for our customers.
- ✚ We've developed over 30 **proprietary fixtures** to meet client needs
- ✚ **Case Study:** When a customer bumps their shopping cart into a shelf, our competitors' ESLs come loose and scatter on the floor due to the use of loose rails and double-sided tape for fixturing.

We developed a first-of-its-kind suite of fixtures and tools for the **most secure ESL offering** on the market. Customers have repeatedly confirmed that it is the leading accessory solution on the market, reducing lost/broken ESLs and theft while remaining user friendly.





# R&D: **Software** to drive revenue, efficiency, and SME market entry



## Features in Process:



### Bluetooth Functionality

Allow tags to be updated eliminating A/P hardware



### Software Platform

Software for SME users to manage tags



### AI Pricing Intelligence

AI-powered automated pricing that adjusts to competitors and inventory shifts based on live data feed



### Additional Features

SaaS revenue model, automated price management

# Our Sales-Pipeline is Growing Rapidly as North American Retailers Don't Want to Get Left Behind

## Current ESL Customers



## Qualified Leads & Pilot Engagements Potential revenue listed below Total: \$1.5B+



## Early-Stage Procurement and Prospects Total: \$20B+



# Decades of Experience Across Retail, Tech, Design and Service

Retailers need a partner that understands **retail** and can deliver **hardware, software, design, and service** seamlessly. Our **leadership team** has decades of experience building businesses across these **mission-critical domains**, and continue to push the boundaries on what a premium, **one-stop-shop** solution can look like.



**Daoping Bao**  
Founder & CEO

- Daoping has over 30 years of entrepreneurial experience, pioneering the online payments industry and founding **three public companies**.
- He founded Paystone, whose technology is now widely adopted in banking and third-party payment systems.
- An expert in **spatial design**, he built the world's largest traveling exhibitions company which was salvor-in-possessor of the Titanic.



**Laing Henshall**  
President

- Laing has a decade of executive leadership experience in **private equity, retail and business services**, with portfolio operating roles as CEO, COO, and General Counsel.
- Laing holds an MBA from London Business School, a JD from the University of Calgary, and a BA from the University of Western Ontario.



**Michael Walsh**  
CFO

- Mike is the former CFO of Creation Technologies, a **contract electronics manufacturer**, where he spent 18 years helping to scale the company to 4,500 employees and \$1 billion in revenue. He also held senior roles at **R.R. Donnelley** and **Kraft**.
- Mike holds an MBA from Northwestern University and a BCom from the University of Illinois.



**Andrew McFarlane**  
Head of Operations

- Andrew has 20 years of experience scaling **equipment-based technology ventures** including as COO of 7Gen and CEO of Zeemac, where he grew the company into one of Canada's fastest-growing fleet lessors before engineering its sale to a national lessor.
- Andrew holds a MSc of Industrial Relations, with Distinction, from LSE and a BComm from UBC.



**Nitin Kaushal**  
Chief Strategy Officer

- Nitin has served on various committees for **over a dozen public companies**. He was a Managing Director at **PwC Corporate Finance**. Nitin has held senior roles at Desjardins Securities, Orion Securities and HSBC Securities.
- He has a BSc in Chemistry from UofT and is a CPA.



**Ivan Pak**  
CTO and CBDO

- Ivan is a seasoned entrepreneur with over 30 years of experience in **digital marketing and e-commerce**. As founder of Northern Alliance Limited in Hong Kong, he built one of the region's **first digital platforms** for small businesses, driving **early online adoption** before the mainstream shift to e-commerce
- Ivan holds a Bachelors in Computer Science from Warwick University.





# Our Board Combines **Strategic Vision** and **Diverse Expertise** to Guide Our Company's Sustainable Growth and Innovation Goals



**Mike Venton**  
Industry



**Timothy H. Reis**  
Marketing



**Dr. Xiaoyang Huang**  
Technology



**Wei Shao**  
Legal



We have entered into an investment and strategic services partnership with BDC as part of their **Growth Driver Program**. In addition to BDC's **direct investment support**, this partnership will provide us with comprehensive organizational and strategic planning and advisors including senior executives at Whole Foods.

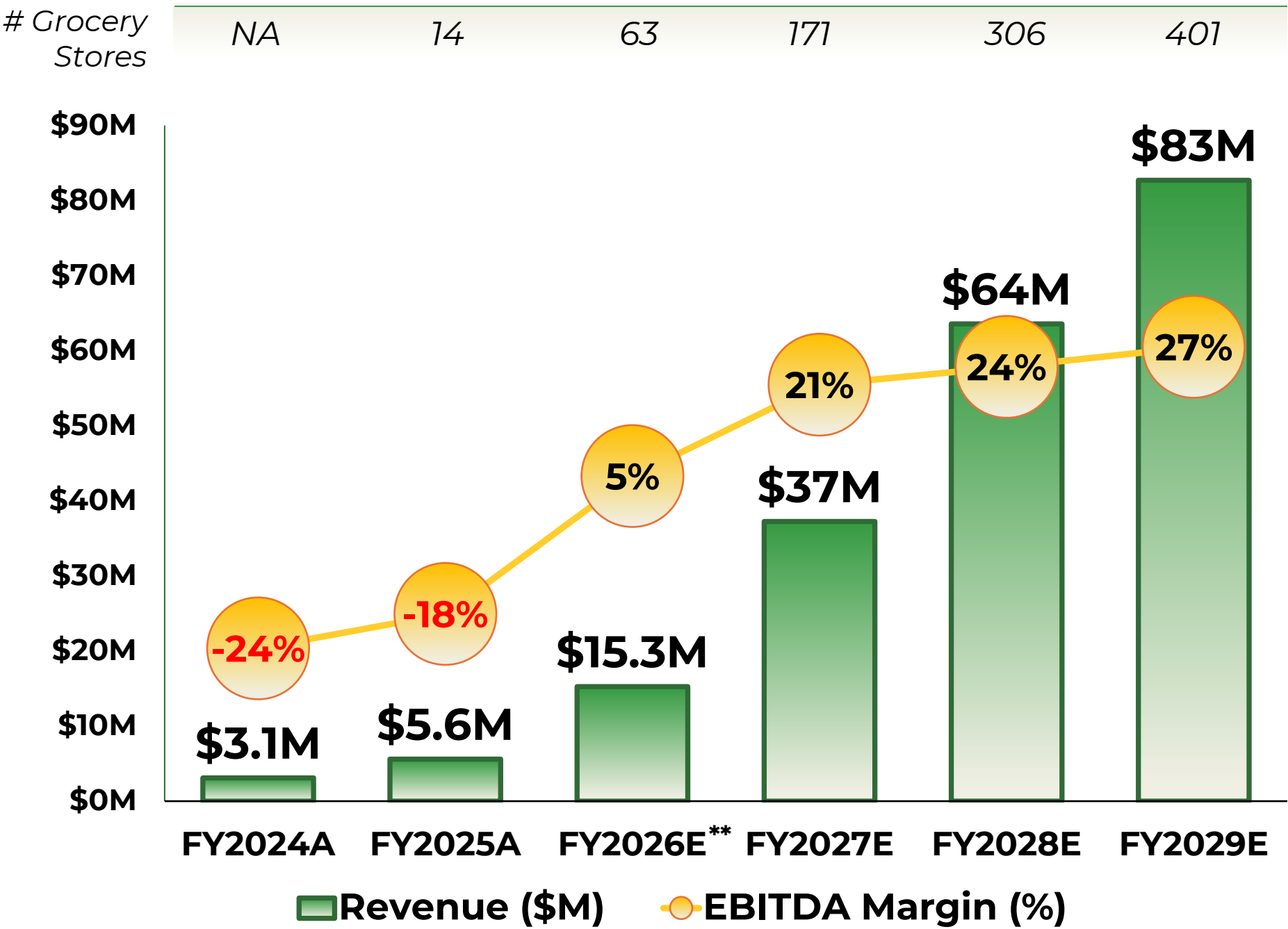
# Single Store Snapshot: **Strong Unit Economics** underpin our offering

	Tags*	Accs.*	Install*	Annual Recurring Revenue		
				Service	SaaS	Repurchase
Revenue	\$201,021	\$19,277	\$26,120	\$1200 per store	\$1200 per store	\$33,312 per store
Per Tag	\$16.08	\$1.54	\$2.09			
COGS	\$154,849	\$7,659	\$12,657	\$96 per store	\$96 per store	\$23,172 per store
Per Tag	\$12.39	\$0.61	\$1.01			
Gross Profit	\$46,151	\$11,618	\$13,463	\$1,104 per store	\$1,104 per store	\$10,140 per store
Per Tag	\$3.69	\$0.93	\$1.08			
Gross Margin	22.9%	60.3%	51.5%	92.0%	92.0%	30.4%

\*Based on ePaper’s average results from T&T installs made since June, 2024, and assuming a Grocery Store with 12,500 Tags

# We Are Projecting Robust Growth and Profitability, Delivering Hyper-Growth Revenue and Margin Expansion, Year Over Year

## ePaper Group Financial Projections\*



\*Projections include non-ESL revenue of \$2.8M per year from legacy business

**\*\*Current Financial Year End is February 28, 2026**

- Achieved **81%** top-line growth between FY2024 and FY2025
- Positive EBITDA targeted for FY2026 with **130% expected revenue growth**
- FY2024 reflects significant upfront R&D and infrastructure to develop proprietary solutions, and prove out our model
- Initial losses from the first 4 grocery stores offset by massive margin recovery across subsequent deployments



# Working Capital Strategy & Fundraising Overview

## Equity Capital Overview

### Equity Partners



### Planned Equity Raises

ePaper has signed an LOI for a reverse takeover ("RTO") with **Ocean Shore Capital Corp (OCAP.P:TCM)**:

- Today: bridge of **C\$2.0M**
- Targeting RTO date of **September 2025**
- Further financing with RTO: **C\$5.0M+**

### Use of Funds

Working Capital	\$3M
R&D	\$2M
Sales & Marketing	\$1M
Operational Scale-Up & Listing Expenses	\$1M
<hr/>	
<b>Total</b>	<b>\$7M</b>

## Working Capital Financing Overview

### Scotiabank + EDC Letter of Credit

**US\$3M**

Approved: Scotiabank Letter of Credit, backed by Export Development Canada, underpins 120-day interest-free payment terms with Hanshow.

### Trade Credit Insurance

**\$5M flexible**

Trade Credit insurance from Export Development Canada, can be increased flexibly.

### Ledgered Letter of Credit

**\$3M + \$17M accordion**

In due diligence for a revolving working capital facility. **Interest:** US Prime + 2%

**Fees:** 1% of loan

**Advance rate:** 90% of A/R, 50% of Inventory

## Overview of Convertible Note Terms

- **Go-Public Transaction:** EPaper proposed **Reverse Take-Over** of OCAP.P on TSX.V
- **ePaper financial summary**
  - 76 Million Shares Outstanding
  - Insider ownership is 90%
  - \$1.5M external funding raised to date
- **Structure:** Private placement of convertible promissory notes
- **Target:** \$2m
- **Interest:** 10% per year
- **Maturity:** March 31, 2026
- **Conversion:** Automatically converts to shares at Listing
- **Conversion Price:** 25% discount.
- **Bonus Warrants:** Free ½ Warrant for each converted share. Each warrant is exercisable for two years at an exercise price of \$0.20.
- **If no IPO:** At maturity, investor can choose
  - 1) Repayment with interest; or
  - 2) Convert into common shares at C\$0.15
- **Security:** General unsecured, priority over common shares, subordinate to Company indebtedness.

# Questions & Answers - Panel

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**Daoping Bao**  
Founder & CEO



**Laing Henshall**  
President



**Mike Walsh**  
CFO



**Ivan Pak**  
CTO & CBDO

## Equity Partners

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## Strategic Partners

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## Financing Partners

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President

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